

WHAT IS CLAIMED IS:

1. A method of sharing information over a network within a dynamically defined set of users, comprising:

retrieving from a database historical purchase information for a first user, wherein the historical purchase information includes indicia of items purchased by the first user and a least a first item review authored by the first user;

transmitting over the network the historical purchase information to the first user for display;

receiving authorization from the first user to share at least a portion of historical purchase information with a second user, wherein the first user selectively designates which historical purchase information is to be shared;

receiving authorization from the second user to share at least a portion of historical purchase information for the second user with a third user, wherein the second user selectively designates which historical purchase information is to be shared; and

at least partly in response to the authorization received from the second user, enabling the third user to access at least a portion of the first user's historical purchase information.

2. The method as defined in Claims 1, further comprising transmitting historical purchase information for the first user over the network to the second user and the third user.

3. The method as defined in Claim 1, further comprising transmitting information of the network to the second customer indicating who has received authorization to receive at least portion of the first user's purchase history.

4. A method of allowing a first customer of an electronic commerce entity to communicate information related to the first customer's purchases to others, the method comprising;

receiving over a network a customer authorization permitting at least a second customer to view information on at least a portion of the first customer's purchases;

receiving a customer specification as to which customer purchases may information be viewed by the second customer; and

providing an electronic notification to the second customer, wherein the notification informs the second customer of the first customer authorization.

5. The method as defined in Claim 1, further comprising transmitting over the network to the second customer information on the first customer's purchases.

6. The method as defined in Claim 1, wherein the notification is provided in an e-mail message.

7. The method as defined in Claim 1, wherein the notification is provided on a Web page.

8. The method as defined in Claim 1, wherein the first customer authorization includes the second customer's e-mail address.

9. The method as defined in Claim 5, further comprising including a one-use token in the notification if the second customer's e-mail address does not match any e-mail addresses stored in a customer database associated with the electronic commerce entity.

10. The method as defined in Claim 1, wherein the notification includes a link to a page displaying information related to the first customer's purchases.

11. The method as defined in Claim 1, further comprising allowing at least the second customer to view who has received authorization to receive information on the first customer's purchases.

12. The method as defined in Claim 1, wherein the second customer provides authorization to view information on at least a portion of the second customer's purchases to persons who are authorized the first customer's purchases.

13. The method as defined in Claim 9, wherein notifications are provided to those authorized to view the at least a portion of the second customer's purchases.

14. The method as defined in Claim 1, further comprising providing a preview to the first customer of the specified purchase information that will be provided to the second customer.

15. The method as defined in Claim 1, further comprising;

receiving an activation of a link included in the notification by the first customer;

providing information on the first customer's purchases to the first customer at least partly in response to the activation.

16. The method as defined in Claim 1, further comprising transacting the first customer's purchases over the network.

17. The method as defined in Claim 1, further comprising receiving over the network a customer authorization for the second customer to view the first customer's wish list.

18. The method as defined in Claim 1, further comprising receiving over the network a customer authorization for the second customer to view the first customer's auctions.

19. The method as defined in Claim 1, further comprising storing at least a first review from the first customer for a purchased item.

20. The method as defined in Claim 1, further comprising allowing the second customer to view the first customer's reviews of items associated with customer purchases that the second customer is authorized to view.

21. The method as defined in Claim 1, further comprising transmitting an electronic form to the first customer listing the first customer's purchases, wherein the first customer uses the form to specify which customer purchases may be viewed by at least the second customer.

22. The method as defined in Claim 1, further comprising:

receiving a purchase order from the first customer; and

in response to receiving the purchase order, asking the first customer if the first customer wants to share information related to the purchase with others.

23. A method of sharing with others information related to a user's purchases, the method comprising;

transmitting an electronic form intended to be displayed on a terminal associated with a first user, wherein the form includes a listing of at least a portion of the first user's purchases;

receiving from the first user a selection as to which of the listed first user's purchases are to be shared with other users; and

receiving information from the first user designating which other users may view the first user's selected purchases.

24. The method as defined in Claim 20, further comprising sending an invitation to at least one of the designated users to view the first user's purchases.

25. The method as defined in Claim 20, further comprising informing at least one designated other user of the identity of a reviewer selected by the first user.

26. The method as defined in Claim 20, wherein the first user and a second user are customers of a first entity, and the selected purchases are shared with the second user.

27. The method as defined in Claim 23, wherein the second user is informed as to which other users may view the first user's purchases.

28. The method as defined in Claim 20, further comprising inviting at least a portion of the designated users allowed to view the first user's selected purchases to view at least a portion of the purchases of the second user.

29. The method as defined in Claim 20, further comprising providing an interface to the first user so that the first user can edit the selection of the first user's purchases which are to be shared with the designated users.

30. The method as defined in Claim 20, further comprising receiving at least a first rating from the first user for at least a one of the first user's purchases.

31. The method as defined in Claim 20, further comprising receiving personal information from the first user that is to be shared with the designated users.